

THE WOOD JOURNAL

**CYPRESS**

FOR

**SIDING**

(1971-1975)

**CYPRESS**

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VOL. 3



He Who Looks  
Before He Leaps  
Builds of CYPRESS  
and  
Builds "For Keeps"

SOME CALL IT  
SIDING

and some call it  
CLAP-BOARDING

It is all the Same  
IT SHOULD BE OF

**CYPRESS**

and the reasons are in  
THIS LITTLE BOOK

*Fourth Edition, December, 1921*

## CYPRESS THE WOOD E T E R N A L

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### TWELVE OR MORE

of the native American woods are manufactured into siding or weather-boarding (otherwise known as clapboards).

Each of these is marketed in from three to five grades, giving the prospective builder almost the full "fifty-seven

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## THE WOOD THAT LASTS CYPRESS

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varieties" from which to choose.

Of these *there must be one best.* There cannot be two *bests.*

Is it strange that a public which wants to be discriminating in its buying is at a loss what wood to "tell the man" to use?

It is a curious fact that most people are well informed on all subjects *except the use of woods in their proper places.*

### CYPRESS MAKES THE BEST SIDING

because it "RESISTS DECAY DECADES LONGER" than any other wood—

## **CYPRESS** **STOPS PROPERTY DEPRECIATION**

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because it has no tendency  
to warp, twist, swell or  
shrink—

because it contains no resin  
and—

because it is so admirably  
adapted to the best and  
most artistic use of paint  
or stain. In fact, it is *the*  
*best wood known* for ALL  
OUT-OF-DOOR USES.

There are numerous exam-  
ples of CYPRESS siding hav-  
ing been in use without ap-  
preciable repairs for one hun-  
dred years or more.

There is a church at Grand  
Coteau, Louisiana, which  
was sided with CYPRESS in  
1819 and *never painted, then*  
*or since.*

## "BUILD BUT ONCE"—USE CYPRESS

It has not shown the slightest sign of decay, and a scratch of a pen-knife shows the bright, fresh CYPRESS wood under the picturesque weathered grey tone. 'This building is still used as a hall by the Jesuits' College at Grand Coteau.

Do you expect to live in your house when you build it—spend the rest of your days in it and leave it to your children, a *more valuable property than when you built it?*

You know now how unwise it is to build in the *cheapest* manner possible, using "any old material" that paint will disguise. It not only is waste-

## **CYPRESS** BEST FOR "ALL OUT-DOORS"

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ful if you retain ownership, but it means that your property is going *down* in value, month by month, and the longer you hold it the less you can sell it for.

You are familiar with that sort of house, and you have pitied those who had to begin paying repair bills within a year after their purchase.

You desire *your* home to be a monument or landmark for generations, much as the homes our grandfathers built.

"Build with CYPRESS *at first*—avert depreciation."

Or, "Make your next repairs, big or little, with CYPRESS—and *stop* depreciation."

**INVEST - DON'T SPECULATE. USE CYPRESS**

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Wouldn't you rather use a *siding* on your home which can show such a record as CYPRESS does, than to select some wood which you will have to *replace* (especially as CYPRESS is *not high priced*, notwithstanding its higher value) ?

The more you care what becomes of your money, the more certain it is that when you build (no matter what—be it Bungalow, palace, “back-steps” or pasture-fence) your first, your middle and your last thought should be to *use that material which will not have to be replaced*—in other words, to ELIMINATE THE REPAIR BILLS. They are what make the holes in savings accounts.

*You are getting interested in CYPRESS! You are pret-*

**CYPRESS SPECIFY IT—  
INSIST ON IT**

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ty well convinced that CYPRESS IS the best wood known for out-of-door work.

If you will write us of your special needs we will try to give you the best counsel, frankly and without charge or any conditions—we will tell you just as candidly where *some other wood* than CYPRESS would be a better purchase—and thus you will know that we are endeavoring to have you use CYPRESS *only where CYPRESS will acquit itself with its historic credit and unequalled honor.*

Please send your letters to our "ALL-ROUND HELPS DEPT."

**Southern Cypress Mfrs.  
Assn., New Orleans, La. and  
Jacksonville, Fla.**

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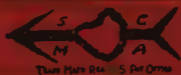
# PUBLIC NOTICE:

## *How you can be sure that CYPRESS is CYPRESS?*

Of course you want Cypress, "the Wood Eternal," for all uses where it represents the highest utility and ECONOMY. But how are you to know that what you get is Cypress? And, if it is Cypress, how can you tell that it is the genuine decay-defying

## "TIDE-WATER" CYPRESS?

"TIDE WATER"  
CYPRESS MANUFACTURED BY ASSOCIATION MILLS IS NOW  
IDENTIFIED BY THIS TRADE-MARK



The one way for you to be sure that the Cypress you get was grown in a region where there is the constant growth of the MAXIMUM of decay resistance, quality is to refuse all but the genuine "TIDE WATER" CYPRESS, and the only way to know that you're getting Tide-water Cypress is to insist (and keep on insisting) upon BEING WITH YOUR OWN EYES the REGISTERED TRADE MARK of the Southern Cypress Mfrs. Association, stamped impermissibly in one or both ends of EVERY CYPRESS BOARD OR TIMBER and on EVERY BUNDLE of small sticks such as flooring, siding, moulding and angles. This is the mark to BUY BY now that every piece of the "Tide Water" "Wood Eternal" made by a member of the established and ever-watchful Association is at once identified by its maker and "O. K. d" by the Association mark, "as by the Cypress Arrow."

# CYPRESS

"THE WOOD ETHERAL"



**BUY YOUR CYPRESS**

**OF YOUR OWN LUMBERMAN**

**OR ELSE — OR WILL GET IT**

**INSIST ON GENUINE**

**"TIDEWATER" CYPRESS.**

**IDENTIFY IT BY THIS TRADE**

**MARK AT THE END OF EVERY**

**BOARD ONE EVERY BOARD**



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